

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:) Attorney Docket No. 47004.000180
ROTHMAN, et al.)
Serial Number: 09/988,291) Examiner: G. Akers
Filed: November 19, 2001) Group Art Unit: 3624
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING) Confirmation No. 8456

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Sir:

In response to the Office Action mailed on May 10, 2004 in the above-referenced patent application, Applicant submits the following amendments and remarks.

Amendments to the specification begin on page 2.

Amendments to the claims begin on page 3.

Remarks begin on page 15.